

Mr Kevin Stephenson
KSA Property
Groewood House
1 Chandlers Way
Romford
RM1 3JZ
England

Application Ref: **2017/6958/A**
Please ask for: **Jaspreet Chana**
Telephone: 020 7974 **1544**

12 March 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
80 Cleveland Street
London
W1T 6NE

Proposal: Display of one externally illuminated fascia sign and one projecting roundel sign

Drawing Nos: Site location plan, KS1707699/01, KS1707699/02 Rev A and Heritage Statement.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
(a) endanger persons using any highway, railway, waterway, dock, harbour or



aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The proposed advertisement sign shall be static in illumination and the intensity of the illumination shall not exceed 300 candelas per square metre.

Reason: - To ensure that the advertisement does not harm the character of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 Reasons for granting permission:

The proposed signage involves installation of plastic/acrylic fascia above the shopfront, the text on the sign would be in red with a white outline on a blue and red background. The fascia would be headed with a trough light with external illumination through a slim line fitting which would hang over the fascia. A modest non-illuminated projecting roundel sign is also proposed.

The signage is considered to be acceptable in terms of size, design, location and

method of illumination. The size of the fascia is appropriate and in keeping with the parade of shops and the illumination is external and static with relatively low illuminance (300 candelas). As no luminance levels have been stated of the external illumination a compliance condition would be applied to any permission granted. Overall, the signage would preserve the character and appearance of the host building, the conservation area and the streetscape.

The proposal would not materially impact neighbouring amenity nor would result in undue harm to pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision. However, it is to be noted that there is an active enforcement case (EN18/0099) open in regards to the shopfront and that this permission is only for the signage proposed on the plans and not the shopfront or front extension.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

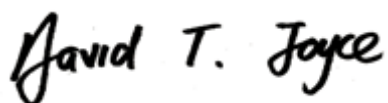
As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of The London Plan 2016 and the National Planning Policy Framework 2012.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning